

Columbia Press Sheet



Ad Mat TIS-1A—1 Col. x 30 L.



Ad Mat TIS-5B—2 Col. x 88 L. (176 L.)

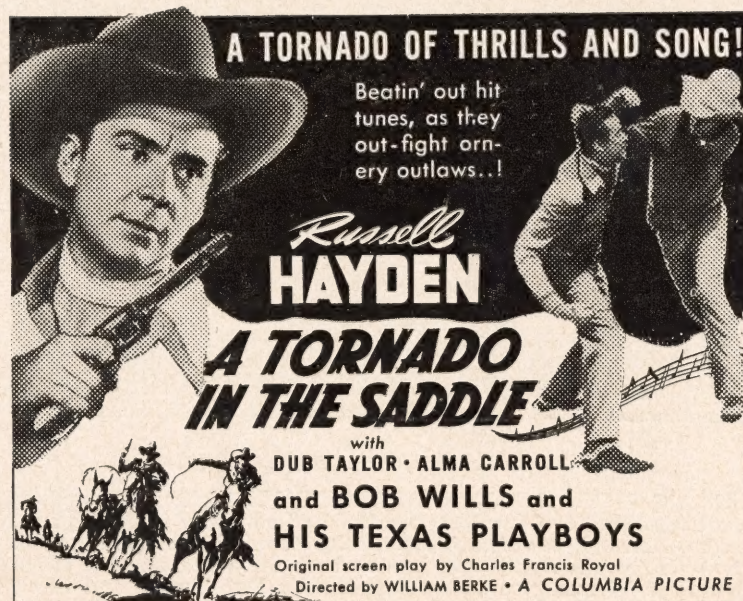
**Use This Ad To Make
Your Own Herald!**



Ad Mat TIS-3A—1 Col. x 17 L.



Ad Mat TIS-2A—1 Col. x 16 L.



Ad Mat TIS-4B—2 Col. x 44 L. (88 L.)

'A Tornado in the Saddle'



Ad Mat TIS-6A—1 Col. x 59 L.

**Price
Of Mats:
15c. per Col.
At Local
Columbia
Exchange**



PUBLICITY

NEW WESTERN STARS HAYDEN

(General Advance)

A tornado of thrills and song is in store for Theatre patrons on when Columbia's rip-roaring western, "A Tornado in the Saddle" opens at the Theatre. Reuniting hard-riding Russell Hayden and those musical favorites, Bob Wills and His Texas Playboys, the new thriller also features the talents of comedian Dub Taylor and beautiful Alma Carroll.

According to advance reports, the story, which was penned by Charles Francis Royal, is concerned with adventure-jammed events revolving around a small gold rush which takes place in the frontier town of Crestview. In addition to the excitement connected with this gun-blazing incident, more thrills are said to race across the screen as a two-fisted sheriff and a quick-shooting outlaw fight it out over the affections of a lovely western lass.

Afraid of an influx of crooks and subsequent gunplay, the discoverers of the gold mine try to keep the fact a secret. However, in the natural course of events, the truth finally is revealed and a group of bandits attempt to stake out claims. Before they can be prevented from doing so, much blood is shed, six-guns bark furiously and the cowboys and outlaws wage a long fight to the finish!

William Berke directed for Columbia.

GHOST TOWNS GO TO WORK!

(Feature)

California has a new type ghost town.

It's the carefully constructed western city utilized by Hollywood in the making of outdoor dramas.

For weeks on end, these reproductions of roaring, rampant towns of the pioneer days hum with activity. People throng the streets, wearing the clothing of their grandfathers; guns blaze in bitter battles and cowboys bowleg their way into hotels, land offices and saloons.

Then they are suddenly deserted. The lizards and pack rats take over. A single watchman protects the sets against vandalism. They become ghost towns.

Such a town was utilized by Columbia in "A Tornado in the Saddle," a sagebrush saga currently starring Russell Hayden with Bob Wills at the Theatre. Complete to the least detail it might have been a village of the '70's, a sprawling, dusty town, reminiscent of imbrolios, drawing speech and twitching trigger fingers.

THE STORY

Outlaws Slim Stevens (Donald Curtis) and Hutch Dalton (Tristram Coffin) are amazed to see some gold nuggets fall out of Cannonball's (Dub Taylor) pockets one day in the frontier town of Crestview. Determined to learn where he got the gold, the bandits force the smaller man to talk and he reveals the location of a gold mine he has discovered.

The next day, Slim, Hutch and other members of their gang make a beeline for the mine and, in doing so, trespass on the property of Bill Bailey (Jack Baxley). Bailey and Bob Wilson (Bob Wills), his foreman, put up a desperate fight. Lucky soon arrives on the scene and helps drive the outlaws away, but in the meantime, one of Bailey's men has been killed.

Slim's sister, Madge (Alma Carroll) learns of the murder and refuses to permit her brother to hide in her home. He and Hutch then leave, accompanied by their gang, and announce intentions of going to Antelope Valley. Planning an ambush, they hide on the trail. The sheriff has a plan of his own, though, and succeeds with a counter-ambush and the outlaws are all trapped or killed.

VERSATILE STAR

Russell Hayden, popular cowboy star currently playing in Columbia's "A Tornado in the Saddle" at the Theatre, probably knows more about the movie business than any other actor on the Coast. Before he ever became an actor, Hayden had worked his way up from a part-time laborer on one of the lots to the position of business manager for a large studio.

OPENING NOTICE

"A Tornado in the Saddle," second in the Columbia series of outdoor adventure yarns starring Bill Elliott and featuring Bob Wills and His Texas Playboys, is scheduled to open on at the Theatre.



1 Col. Star Mat RH-700A

Also Available in Thumbnail Size (1" x 1 1/4"). Order Mat RH-77

TWO-FISTED Russell Hayden, popular Columbia cowboy star, is riding the range again! - - - this time in "A Tornado in the Saddle" at the Theatre. Other cast members include Bob Wills and His Texas Playboys, Dub Taylor, Alma Carroll and Tristram Coffin.

ACTION, SONGS IN "TORNADO"!

(Review)

The title of the new Columbia western which opened yesterday at the Theatre is "A Tornado in the Saddle" and the film isn't many minutes old before the outlaws find that sheriff Russell Hayden is just that! Once again reuniting the popular cowboy favorite with his fiddle-playing buddy, Bob Wills, the Columbia adventure drama starts off with an exciting stage-coach runaway and continues the rapid pace right down to the final reel!

The principal theme of the picture is concerned with a thrill-laden gold rush, while other dramatic highlights include a number of rough and tumble fist fights, a series of gun-blazing battles and several hoof-thundering chases. Hayden is just about perfect as the honest sheriff, once more proving his right to be included among the top ten cowboy stars. Bob Wills and His Texas Playboys provide just the right amount of those melodious tuneful ballads of the range and comedian Dub Taylor and heroine Alma Carroll come through with excellent performances in their roles.

Director William Berke handles his job with considerable acumen and keeps the Charles Francis Royal screen moving at top speed for the full sixty minutes.

CAST

Lucky Crandall
RUSSELL HAYDEN
Bob Wilson BOB WILLS
Cannonball Dub Taylor
Madge Duncan ... Alma Carroll
Hutch Dalton .. Tristram Coffin
Slim Stevens Donald Curtis
Big Bill Bailey Jack Baxley
Dusty Leon McAulisse
Curly Hailey Huggins

STAFF

Original Screen Play by Charles Francis Royal; Directed by William Berke; Assistant Director, William O'Connor; Director of Photography, George Meehan, A.S.C.; Film Editor, Burton Kramer; Art Direction, Lionel Banks; Associate, Arthur Royce; Interior Decorator, Robert Priestley; Sound Engineer, Jack Goodrich; Produced by Leon Barsha. A COLUMBIA PICTURE



2 Col. Scene Mat TIS-8B

ROUSING ACTION AND ROARING SONGS highlight Columbia's newest western, "A Tornado in the Saddle," currently at the Theatre. Russell Hayden (at the left) supplies the action, while Bob Wills (on the right) combines on both the action and the songs. Other featured members of the cast include Dub Taylor and lovely Alma Carroll.

EXPLOITATION

BONDS AND SADDLES

Give your Bond drive a new twist by tying it in with your title. Get a large picture of a tank in action, and place it on your Bond booth with following copy: **"A Tornado in the Saddle . . . is the Soldier in Uncle Sam's Iron 'Horse'. Buy War Bonds and Stamps Here and Keep Him Riding!"**

SADDLE MUSEUM

Turn your lobby into a saddle museum by displaying the various types, periods and uses of saddles throughout the years, emphasizing war equipment. If real saddles cannot be obtained, prints or photographs can well serve your purpose.

SADDLE MAN

Kick the cobwebs from the streets by hiring a good horseman (cowboy dressed) to gallop through the city bearing a pennant reading: **"A TORNADO IN THE SADDLE—STATE THEATRE."**

TOWN TORNADO

With the cooperation of your newspaper, sponsor a contest to find the town's 'tornado on horseback'. Ask readers to submit candid photos of friends taken while in the saddle and invite winner to theatre as guest of honor.

Stills

For contests, premiums, publicity, displays, tie-ups, etc., there is nothing more effective than the special set of 25 production stills that has been prepared for "A Tornado in the Saddle."

Per Set (25) \$2.50

Each .10

FRONT AND LOBBY

With the sock combination of Russell Hayden and Bob Wills and His Texas Playboys, you've an action-musical that can't be beat! See Stills No. 2, 9, 25, 42, 49 and 62 for front and lobby. Use plenty of action posters too, possibly utilizing them for standees. See the suggested front and lobby ideas listed below.

LOBBY GAG

For a lobby gag, blow up and mount Still No. 27 (removing Hayden's face) and place in a well lighted spot in your lobby. Sign nearby can suggest that kids are welcome to take a photo of themselves posed as a 'tornado in the saddle'. You might also suggest that best photo taken can be turned in for War Stamps.

HURRELL TREATMENT

See Stills No. Alma Carroll 68 to 85 for gorgeous 'shots' of this rapidly rising Columbia star. These stills of Miss Carroll, done in the best Hurrell fashion, are excellent bets for your lobby displays, newspapers, promotions and tie-ups. Suggest that papers tag her as **"The Screen's Loveliest Tornado"** giving picture credit of course. Might also be a good gag to have town's leading equestrian nominate her **"Loveliest Tornado Ever to Ride in a Saddle."**

CARTOON MAT

This excellent cartoon-type 4" x 6" mat is great for straight newspaper plant, for color-in contests for kids, for preparation of locally-made throw-aways! Get it FREE by ordering Mat TIS-7B from:

**COLUMBIA
FEATURE
SERVICE
729 7th Avenue
New York City**

Trailer

Attract all red-blooded adventure fans in town to your showing of "A Tornado in the Saddle" by using the rootin', tootin' action trailer well in advance of your showing.

Order from your
nearest

**NATIONAL
SCREEN
BRANCH**



SIX SHEET—90c



ONE SHEET—15c



THREE SHEET—45c

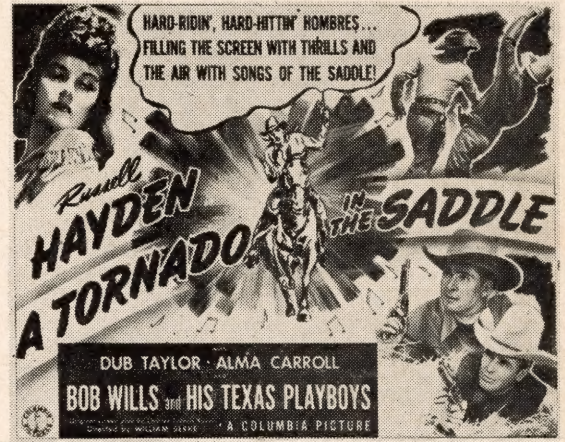
POSTERS



14 x 36 INSERT CARD
—25c



22 x 28—A—40c
SLIDE (Same Design)—15c



22 x 28—B—40c

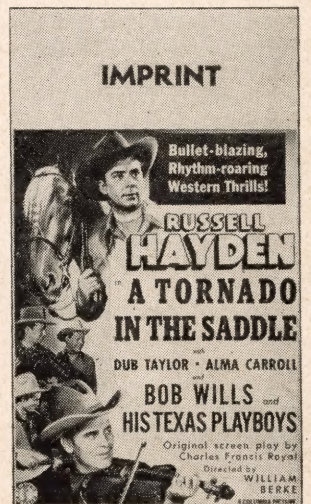
LOBBIES

Stock Window Card

Stock home the flaming excitement of the Russell Hayden westerns, by wide-spread use of the stock window cards prepared for the Hayden series. Order in sufficient quantities to cover all future playdates. Imprint title and theatre credits for each new western starring Hayden and featuring Bob Wills.

PRICES:

1 to 49 --
Each 07
50 or more--
Each 06



EIGHT 11 x 14's PER SET—75c

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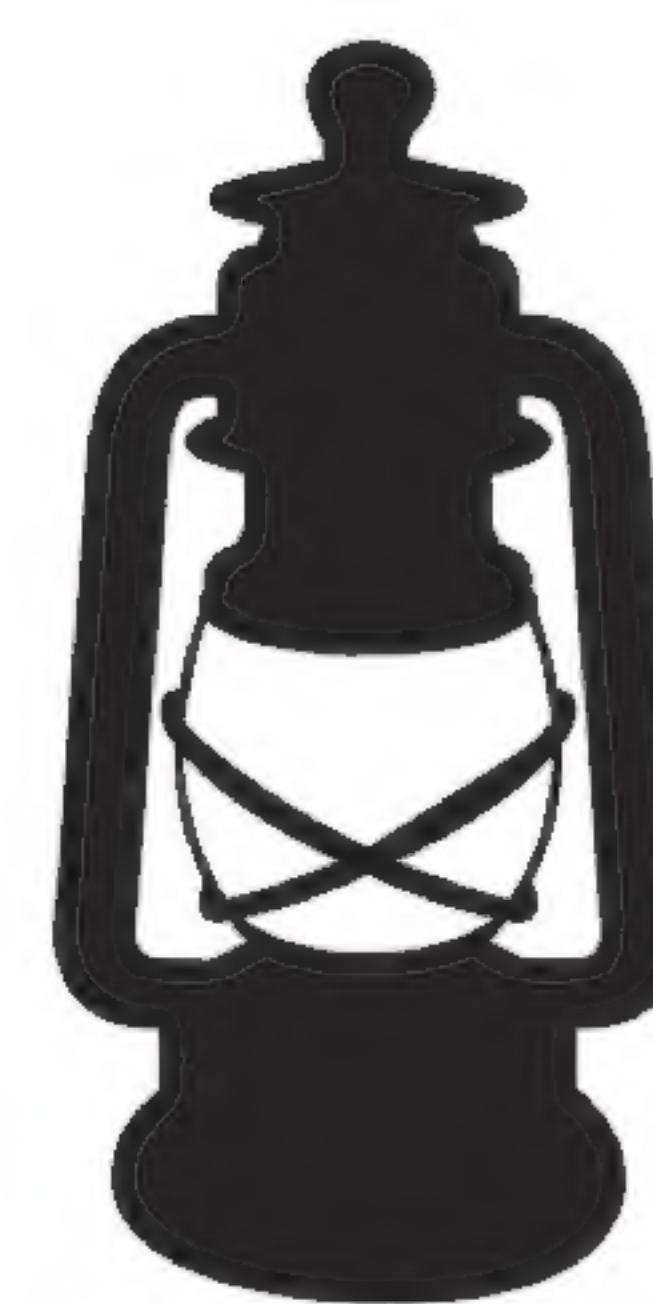


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